## **ORDER**

Alt Order #: 06842090  Product Desc: HORSFORD 4 CONGRESS	
Product Desc: HORSFORD 4 CONGRESS	
Estimate: 1609 KSNV	_
Flight Dates: 09/18/12 - 09/24/12 Primary AE: Amy McCreary	
Original Date / Rev: 08/27/12 / 08/27/12 Sales Office: BLPHI	
Order Type: GENERAL Sales Region: National	
Agency Name: GMMB, Inc./ Washington D.C.	
Buying Contact: Billing Type: Cash	
Billing Contact: Billing Calendar: Broadcast	
1010 Wisconsin Ave. NW Billing Cycle: EOM/EOC	
Washington, DC 20007 Agency Commission: 15%	
Advertiser Name: Horsford for Congress	
Demographic: A35+ New Business Thru:	
Product Codes: PLC02 Order Separation: 00:15:00	
Priority: SELECT PRIORITY CODE Advertiser External ID:	

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/24/12	35	\$6,705.00	\$5,699.25

## **Totals**

Agency External ID:

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	35	\$6,705.00	\$5,699.25	0.00
Totals	35	\$6,705.00	\$5,699.25	0.00

## **Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

POLITICAL/AGY, PCAN, GEN

Order Share	Share	Total
KSNV	31%	\$6,705.00
Market	100%	\$21,629.03

Revenue Codes:

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	26%	\$5,623.55
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	16%	\$3,460.65
KTUD	1%	\$216.29
KVVU	18%	\$3,893.23
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	8%	\$1,730.32

L	n Ch	Start	End	Inventory Code	Break	Start/End Ti	me Days	Len Sp	oots	Rate Pri	Rtg Type	Spots	Amount
Е	1 KSNV	09/18/12	09/21/12	M-F 5-6a WakeUp	v/Wa <b>G</b> M	5-6a	- TWTF	:30	2	\$90.004	0.00 NM	2	\$180.00
				M-F 5-6a WakeUp	w/Wagners								
	NEWS												
	Star	rt Date	End Date	Weekdays S	pots/Week	Rate	Rating						
	Week: 09/	17/12	09/23/12	- TWTF	2	\$90.00	0.00						

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Order / Rev: 105940 Advertiser: Horsford for Congress

Alt Order #: 06842090 Product Desc: HORSFORD 4 CONGRESS KSNV

Flight Dates: 09/18/12 - 09/24/12 Estimate: 1609

Ln Ch	Start	End	Inventory Code	Break	Start/End T	ïme Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
E 1 KSNV	09/18/1	2 09/21/12	M-F 5-6a WakeU	-	5-6a	- ТWГF	:30	2	\$90.004	0.00 NM	2	\$180.00
NEWS			M-F 5-6a WakeU	p w/Wagners								
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09/		09/23/12	- ТWГF	2	\$90.00	0.00						
E 2 KSNV	09/18/1	2 09/21/12	M-F 6-7a WakeU	ow/WaGM	6-7a	- ТWГF	:30	2	\$175.004	0.00 NM	2	\$350.00
NEWS			M-F 6-7a WakeU	p w/Wagners								
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09/		09/23/12	- ТWГF	2	\$175.00	0.00						
E 3 KSNV	09/24/1	2 09/24/12	M-F 6-7a WakeU	ow/WaGM	6-7a	M	:30	1	\$175.004	0.00 NM	1	\$175.00
NEWS			M-F 6-7a WakeU	p w/Wagners								
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09/2		09/30/12	M	1	\$175.00	0.00						
E 4 KSNV	09/18/1	2 09/21/12	Today Show	CM	658a-9am	- TWTF	:30	2	\$200.004	0.00 NM	2	\$400.00
TODAY	011014		Today Show									
TODAY	t Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09/		09/23/12	- TWTF	2	\$200.00	0.00						
E 5 KSNV	09/24/1	2 09/24/12	Today Show	CM	658a-9am	M	:30	1	\$200.004	0.00 NM	1	\$200.00
<b></b>	011011		Today Show									
TODAY	SHOW rt Date	End Date	Mookdovs	Spots/Week	Poto	Rating						
Week: 09/2		09/30/12	<u>Weekdays</u> M	<u>3pois/Week</u>	Rate \$200.00	0.00						
E 6 KSNV			Meet the Press	CM	8a-9am	S	:30	1	\$1,300.003	0.00 NM	1	\$1,300.00
			Meet the Press									
MEET T			Mookdovo	Spoto/Mook	Poto	Dating						
Week: 09/	rt Date 17/12	End Date 09/23/12	<u>Weekdays</u> S	Spots/Week 1	Rate \$1,300.00	Rating 0.00						
E 7 KSNV			M-F Today Show		9-10a	- TWTF	:30	2	\$95.004	0.00 NM	2	\$190.00
··			M-F Today Show	II								
TODAY			Mookdovo	Spoto/Mook	Poto	Dating						
Week: 09/	rt Date 17/12	End Date 09/23/12	<u>Weekdays</u> - TWTF	Spots/Week 2	<u>Rate</u> \$95.00	Rating 0.00						
E 8 KSNV			Rachael Ray	CM	11am-12pm	- TWTF	:30	2	\$80.004	0.00 NM	2	\$160.00
			Rachael Ray									
RACHE	L RAY rt Date	End Data	Weekdays	Spots/Week	Poto	Pating						
Week: 09/		End Date 09/23/12	- TWTF	<u>3pois/week</u> 2	<u>Rate</u> \$80.00	Rating 0.00						
E 9 KSNV			Noon News	CM	12-1230pm	- TWTF	:30	2	\$125.004	0.00 NM	2	\$250.00
			Noon News									
NEWS	rt Doto	End Data	Mookdovo	Spots/Week	Poto	Dating						
Week: 09/	rt Date 17/12	End Date 09/23/12	<u>Weekdays</u> - TWTF	<u>Spois/Week</u> 2	<u>Rate</u> \$125.00	Rating 0.00						
E 10 KSNV			The Agenda 1230		1230-1p	- ТWГF	:30	2	\$100.004	0.00 NM	2	\$200.00
			The Agenda 1230	)pm								
AGEND.	A rt Date	End Data	Weekdays	Cnoto/Mook	Doto	Dating						
Week: 09/		End Date 09/23/12	- TWTF	Spots/Week 2	Rate \$100.00	Rating 0.00						
E11 KSNV			Dr. Phil	CM	3-4p	- ТWГF	:30	1	\$150.004	0.00 NM	1	\$150.00
			Dr Phil									
DR. PHI		Fred Data	\\/a =   . d = =	C==4= ///==1-	Data	Datina						
Week: 09/	rt Date 17/12	End Date 09/23/12	<u>Weekdays</u> - TWFF	Spots/Week 1	<u>Rate</u> \$150.00	Rating 0.00						
E 12 KSNV			NEWS 3 at 4 (1 l	HOUR)CM	4-5pm	M	:30	1	\$145.004	0.00 NM	1	\$145.00
			4PM NEWS (1 ho	•	(4:00 PM-4:3		•					
NEWS	. D :	E. 15 :	M/! !	0	5 .	D-r						
Star Week: 09/2	rt Date 24/12	End Date 09/30/12	Weekdays M	Spots/Week 1	<u>Rate</u> \$145.00	Rating 0.00						
E 13 KSNV			111	CM	4-5pm	M	:30	1	\$175.004	0.00 NM	1	\$175.00
2.0 1011	30,2-7,1	_ 00,2-7,12		Oivi	. op	172	.50	٠	ψ1.0.00 π	0.00 14101	'	ψ.70.00

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Order / Rev: 105940 Advertiser: Horsford for Congress

Alt Order #: 06842090 Product Desc: HORSFORD 4 CONGRESS KSNV

Flight Dates: 09/18/12 - 09/24/12 Estimate: 1609

NEWS 3 raf C   HOUNN   (4:30 PM-5:00 PM)   (4:30 PM-5:00 PM-5:00 PM)   (4:30 PM-5:00 PM-5:00 PM)   (4:30 PM-5:00 PM-5:00 PM)   (4:30 PM-5:00 PM)   (4:30 PM-5:00 PM)   (4:30 PM-5:00 PM-5:00 PM)   (4:30 PM-5:00 PM)   (4:30 PM-5:00 PM)   (4:30 PM-	Ln Ch	Start	End	Inventory Code		Start/End T	ime Days	Len S	pots	Rate Pri	Rtg Type	Spots	Amount
Start Date   End Date   Weekdays   SpotsWeek   Rate   Rating   Week 1997   W	NEWO					(4:30 PM-5:0	0 PM)						
E14 KSNV 08/18/12 09/21/12   MF Early News   CM   5-630p		rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
NEWS   Start Data   End Data   Weekday   Spots/Week   Rate   Rating   Spots/Week   Rate   Rating   Spots/Week   Rate   Rating   Spots/Week   Rate   Rating   Spots/Week   Rate   Spots/Week   Ra					· ·								
Start Date   End Date   Weekdays   Spots/Week   Rate   Rating   Week 08/24/12   09/24/	E14 KSNV	09/18/1	2 09/21/12	•	СМ	5-630p	- TWIF	:30	2	\$250.004	0.00 NM	2	\$500.00
Mesic 0917/12   0923/12   TWTF   2 \$250.00   0.00				·									
E15 KSNV 09/24/12 09/24/12   MF Early News													
New   Start Date   End Date   Weekdays   Spots/Week   Rate   Spots/Week   Rate   Spots/Week								:30	1	\$250.004	0.00 NM	1	\$250.00
Size   Date   End Date   Meckedays   Merce   Spots-Week   Rate   Rating   Spots   Sp	NEWC			M-F Early News									
Mesk: 09/24/12   09/30/12   MF- Helpopardy   MF- Helpop		rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
New Control   Start Date   Ind Date   Merical   Merica													
Sign   Date   End   Date   Weekdays   Spots/Week   Rate   S230.00   0.	E16 KSNV	09/18/1	2 09/21/12		CM	630-7pm	- TWTF	:30	2	\$230.004	0.00 NM	2	\$460.00
Mesk: 09/17/12   09/23/12   TWIFF-   2 \$230.00   0.00	JEOPAI	RDY		w-r Jeopardy									
E17 KSNV   99/18/12   99/21/12   M-F Wheel of Fortune													
WHEEL   Start Date   Oys24/12						-		.30	1	\$220.00.4	0.00 NM	1	\$220.00
Start Date   End Date   Weekdays   GP23/12   CPUTFF-   1   \$230.00   0	E I / KONV	09/10/1	2 09/21/12			7-730pm	- 1 W11'	.30	1	φ230.00 <del>4</del>	U.UU INIVI	<b>'</b>	φ230.00
Week: 09/17/12   09/23/12   AF Wheel CM							5						
E18 KSNV 09/24/12 09/24/12 NF Wheel of Fortune													
WHEEL				M-F Wheel	CM	-		:30	1	\$230.004	0.00 NM	1	\$230.00
Start Date   End Date   Weekdays   Spots/Week   Rate   Rating   Start Date   End Date   Weekdays   Spots/Week   Rate   Rating   Start Date   Start	\\/\\			M-F Wheel of For	rtune								
New   Composition   Composit			End Date	Weekdavs	Spots/Week	Rate	Rating						
Face to Face w/ J.Ralston  FACE TO FACE  Stant Date													
FACE TO FACE   Start Date   End Date   Weekdays   O9/23/12   Vegas Inc.   CM   6:30-8pm  S   .30   1   \$100.00   M   1   \$100.00	E19 KSNV	09/18/1	2 09/21/12			730-758pm	- TWTF	:30	2	\$125.004	0.00 NM	2	\$250.00
Week   O9/17/12   O9/23/12   O9	FACE T	O FACE		race to race w/ c	J.Kaision								
E20 KSNV 09/22/12 09/22/12 Vegas Inc. Vega													
VEGAS INC   Start Date   End Date   Weekdays   Spots/Week   Rate   \$100.00   0.00						-		-30	1	\$100.00.4	0.00 NM	1	\$100.00
Start Date   Gold No.   Weekdays   Spots/Week   Rate   Rating   0.00	L 20 NONV	03/22/1	2 03/22/12	•	Civi	0.30-opin	5-	.50	'	ψ100.004	0.00 14101	· '	Ψ100.00
Week: 09/17/12   09/23/12   09/			Fred Data	Ma alada sa	Consta ////	Data	Datina						
NEWS   Start Date   End Date   Weekdays   Spots/Week   Rate   Rating   Start Date													
NEWS   Start Date   End Date   Weekdays   Spots/Week   Rate   Rating   0.00	E 21 KSNV	09/18/1	2 09/21/12			11pm-1135p	m - TWTF	:30	2	\$255.004	0.00 NM	2	\$510.00
Start Date   End Date   Oy/23/12   Oy/23/1	NEWS			M-F News 3 at El	even								
E 22 KSNV 09/18/12 09/21/12 The Tonight Show	_	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
TONIGHT SHOW  Start Date Week: 09/17/12 09/23/12 PMF 1 \$110.00 0.00  E 23 KSNV 09/24/12 09/24/12 The Tonight Show CM 1135p-1237a M :30 1 \$110.00 4 0.00 NM 1 \$110.00 Tonight Show  TONIGHT SHOW  Start Date Week: 09/24/12 09/30/12 M 1 \$110.00 0.00  E 24 KSNV 09/18/12 09/21/12 M-F Today Show III 4th 6th 10am-11am -TWTF :30 1 \$80.00 4 0.00 NM 1 \$80.00 Today 4th Hour  TODAY SHOW III  Start Date End Date Weekdays Spots/Week Rate Rating  Weekdays Spots/Week Rate Rating													
TONIGHT SHOW  Start Date Week: 09/17/12 09/23/12 -TWTF 1 \$110.00 0.00  E 23 KSNV 09/24/12 09/24/12 The Tonight Show CM 1135p-1237a M :30 1 \$110.00 4 0.00 NM 1 \$110.00 Tonight Show  TONIGHT SHOW  Start Date Week: 09/24/12 09/30/12 Weekdays Spots/Week Rate Rating 0.00  E 24 KSNV 09/18/12 09/21/12 M-F Today Show III 4th KM 10am-11am -TWTF :30 1 \$80.00 4 0.00 NM 1 \$80.00 Today 4th Hour  TODAY SHOW III  Start Date End Date Weekdays Spots/Week Rate Rating	E22 KSNV	09/18/1	2 09/21/12	ū	v CM	1135p-1237a	a - TWIF	:30	1	\$110.004	0.00 NM	1	\$110.00
Week: 09/17/12       09/23/12       - TWTF       1       \$110.00       0.00         E 23 KSNV 09/24/12 09/24/12       The Tonight Show Toni	TONIGH	HT SHOV											
E 23 KSNV 09/24/12 09/24/12 The Tonight Show CM 1135p-1237a M :30 1 \$110.00 4 0.00 NM Tonight Show  TONIGHT SHOW  Start Date Week: 09/24/12 09/30/12 M 1 \$110.00 0.00  E 24 KSNV 09/18/12 09/21/12 M-F Today Show III 4th KtM 10am-11am -TWTF :30 1 \$80.00 4 0.00 NM 1 \$80.00 Today 4th Hour  TODAY SHOW III  Start Date End Date Weekdays Spots/Week Rate Rating													
TONIGHT SHOW    Start Date   End Date   Weekdays   Spots/Week   Rate   Rating					•	-		:30	1	\$110.004	0.00 NM	1	\$110.00
Start Date   End Date   Weekdays   Spots/Week   Rate   Rating   09/30/12   M   1 \$110.00   0.00						•				•			•
Week: 09/24/12       09/30/12       M       1       \$110.00       0.00         E 24 KSNV 09/18/12 09/21/12       M-F Today Show III 4th KtM       10am-11am       - TWTF       :30       1       \$80.00 4       0.00 NM       1       \$80.00 A         TODAY SHOW III         Start Date       End Date       Weekdays       Spots/Week       Rate       Rating				Weekdays	Snots/Week	Rate	Rating						
Today 4th Hour TODAY SHOW III <u>Start Date End Date Weekdays Spots/Week Rate Rating</u>													
TODAY SHOW III Start Date End Date Weekdays Spots/Week Rate Rating	E 24 KSNV	09/18/1	2 09/21/12	•	III 4th 16M	10am-11am	- ТWГF	:30	1	\$80.004	0.00 NM	1	\$80.00
Start Date End Date Weekdays Spots/Week Rate Rating	TODAY	SHOW	II	i oday 4th Hour									
Week: 09/17/12 09/23/12 - TWIF 1 \$80.00 0.00	<u>Sta</u>	rt Date	End Date		Spots/Week								
Totals 35 \$6.705.00	Week: 09/	17/12	09/23/12	- TWIF	1	\$80.00	0.00				T-1-1	25	<b>40.705.00</b>